

free people

Dear Anna Wang,

I always look forward to reading your listicles that, without fail, keep me up to date with all trends. As the world saw from New York Fashion Week, boots are a staple this fall and winter seasons. Seventeen readers and Free People shoppers are both sophisticated yet fun, and young yet eager. With the hustle of running around campus, attending parties with friends and football season, everyone is going to be looking to Seventeen Magazine to guide them in the right direction for high quality, versatile, ever-so-stylish boots. Your readers deserve to know about this trendy and versatile boot and hearing it from you will have greater authority on readers.

“The Dylan Lace-Up” boot, would be perfect for the Seventeen reader because of the style and versatility it has. Throw them on with a pair of jeans and a game-day tee for tailgates, or pair them nicely with a leather jacket for a night out on the town, or even worn with a skirt for special holiday dinners with the family, these are all ways “The Dylan Lace-Up” boot can be rocked. The Free People brand is relatable for the young adult fashion world and matches Seventeen’s irreverent, fun, and sophisticated style.

I’ll keep in touch with you this week to further discuss the inclusion of the Dylan-Lace Up Boot. If you would be interested in sampling this product or having an interview with the designer of the boot to give you more insight, please let me know. You may also contact me at oliviafalcone218@gmail.com or (215) 589-4627.

Best,

Olivia Falcone
Public Relations Coordinator